Subject: FW: Measure S: Understanding the Impacts
From: Ellen Riotto <ellen@southpark.la>
Date: 02/08/2017 11:12 AM
To: Robin Bieker <robin@biekerco.com>, Robert Buente <bbuente@1010dev.org>, Daniel Taban <daniel@jadeent.com>, 'Shelby Jordan' <sjordan@aegworldwide.com>

FYI

From: "Seltzer, Heath" <Heath.Seltzer@morganstanley.com>
Date: Wednesday, February 8, 2017 at 10:26 AM
To: Ellen Riotto <ellen@southpark.la>
Subject: FW: Measure S: Understanding the Impacts

This is the best item I have seen on Measure S. Clear, concise, and to the point. All others I've seen have been ridiculously long and confusing. Great work on sending this out Ellen. I think it will be very well received.

All the best,

Heath

From: South Park Business Improvement District [mailto:info@southpark.la]
Sent: Wednesday, February 08, 2017 10:04 AM
To: Seltzer, Heath (Wealth Mgmt MS)
Subject: Measure S: Understanding the Impacts

Los Angeles Votes March 7

<http://r20.rs6.net/on.jsp?a=1112575111756&r=3&c=035a5c60-b149-11e4-8ff9-d4ae529a826e&d=1127091694390&ch=03b7e5b0-b149-11e4-9014-d4ae529a826e&ca=bd52d503-70cc-41d7-8a1c-6e7f0ca50380&o=https://imgssl.constantcontact.com/ui/images1/s.gif>

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Los Angeles Votes on March 7

<http://r20.rs6.net/tn.jsp?f=001tAUI3RRso8Zhyfr64B7rIAVEl_UZ9mO8SZ77jfTazdBP84fN6sxHKs0D5wWf4GOSDHgkYSzWwOsurI4nitq7oQ_dKBylT-mEUp0rsNw2p4kAYzu4Fg_IeemJi3PhfEyrYduBfAeMJMi2zhEb5P3V1PjexCg8tJxQF4glLNIs_rke0nVn37oEvRljNlDkqG66drIGEOnJ0XYz_Ot2eACWCbTZ-qVMzdExs92H62ddqtV2wyYXvyDyS2FEVFpI-qVtMP9xjCLt8DsKRixAHdq2oaO8bB4fB4nM40EHVz4NRIVDmPlR4wzjgsRoCX4kB_BCfWeKA7QxZF41WPjTqBWQLLJxe0CmIIWDuBI-FwUPXEoJlZHltqlqVFtqPLC-SbEKACE2lwCYrwbw9dKrnZmXemAw==&c=-DEp1hhkhcY2trorGmjL40CT7zWSRlS7zrty_dN41k32sFrDEQ6sQ==&ch=izokVqy5GExmezUTaEKYtCTHLOyBipKzYP-IQGvTvEoBpcVS_3OjuQ==>

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Measure S Threatens South Park Progress

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On Tuesday, March 7, Angelenos will be asked to make a major decision about the future of our city by voting on Measure S. This initiative would drastically disrupt the momentum of growth and development city-wide.

For over a decade, the South Park BID has been committed to a vision of South Park as a vibrant residential neighborhood, a diverse entertainment district, and an accessible community for all. Measure S threatens to significantly disrupt that growth; disincentivize future investment; worsen our housing crisis, further limiting housing options for all; hurt thriving businesses; and leave South Park stakeholders with fewer opportunities to live, work, and play.

A YES vote is to:

* Impose a building moratorium on projects that increase density. The moratorium would expire after two years; or when the city's General Plan is updated.
* Permanently prohibit project-specific changes to the General Plan.
* Mandate that the city's General Plan go through a public review process every five years.
* Require the city - instead of developers - to prepare environmental impact reports.
* Limit the city's ability to reduce parking requirements.

Measure S is supported by the Coalition to Preserve L.A., the AIDS Healthcare Foundation, and former Mayor Richard Riordan.

A NO vote is to reject the initiative. Updates to the city's planning and zoning rules are currently underway.

Measure S is opposed by the Los Angeles Area Chamber of Commerce, Mayor Eric Garcetti, United Way of Greater Los Angeles, and by firefighters, police, labor unions, and homeless services organizations.

The full text of the measure is available here <http://r20.rs6.net/tn.jsp?f=001tAUI3RRso8Zhyfr64B7rIAVEl_UZ9mO8SZ77jfTazdBP84fN6sxHKuiKWJqpWe7oBrY9hKCJiL9j_IcvcKTQLIQZ6uTwQAf_nAjhuN4bTWihFgs37OylfO0xvPSsjN2EEfczyQ58Hb_leJ0rn6pIPlqDDZ8jHLWX5ZnzeAzeiXI3qbcHYIpojH0APsM8hKQ-LX8fTnkhXKZNqC4dqeE6aV_emt_qPPuJ1R74WFstI-wGhXkxzibdD339415w72mIk8G44xik0fFfhHReiiLn7KHGdUqX-3qdNbXUK19ihTHlbLlTDNB8_cHfTrBmjvDAtHtMfJehVaSrqaQyuH-sRxYIQ9dJXHZWyvo2BaHUhQUXYN4JmdwnNqftER3BxYqIuKDQRmAElIKrrJYEsP5iTHoIc6jvnxvti_GHMiwgwzle3lIPQaKvSbSLvghG8cbppdGzHO7VlXUFSm5W4njBjr7dTJbQQ9j&c=-DEp1hhkhcY2trorGmjL40CT7zWSRlS7zrty_dN41k32sFrDEQ6sQ==&ch=izokVqy5GExmezUTaEKYtCTHLOyBipKzYP-IQGvTvEoBpcVS_3OjuQ==> , **and analysis by nonpartisan political encyclopedia Ballotpedia is available here** <http://r20.rs6.net/tn.jsp?f=001tAUI3RRso8Zhyfr64B7rIAVEl_UZ9mO8SZ77jfTazdBP84fN6sxHKuiKWJqpWe7o6WLfQgHfLSsLpBbUiYh06636ozZnqh0LzpUheBGrKh-3fMwp5ONtTngUv_glXwk5BRPvkFE8cw3PYGIlXBFagaA7PKhPaoy1unpKjNOKAZ_WAidg0oCWhBDVZUBs24zhHHMr7l4lNmvsW_72-TVXitRoCav78tsWm53pkaxKZuXN_gl3Vp6paMt7W_vFLqFUZVXCDmSufP5evC5Md-8PMeeiGUrmfWf_3Ono2p638cwEKxiNmR4Q_BuQxhOBO0BemwfjmEdXMXqcqBHq-gweIVp4oaMN6De64Pzyl_sg-CuQ2mQajYKQ5hiVVZStZXiIX7fl_hESSlCC5TpHtKQzO86NaspXzJ2lk_ByihffExmo4da8nDzzuxUJQvsPZLSmOWQbHtCJ3eaEy-WJJlYxdoZy9-KBmRii1TQymx7rmVFOBKk4bbE9pk_SDVrDAng_L&c=-DEp1hhkhcY2trorGmjL40CT7zWSRlS7zrty_dN41k32sFrDEQ6sQ==&ch=izokVqy5GExmezUTaEKYtCTHLOyBipKzYP-IQGvTvEoBpcVS_3OjuQ==> .

A decision like this affects our whole city, and should be made by our whole city. If you vote by mail, your ballot may arrive as early as today, Wednesday, February 8. To check your voter registration status, request a mail in ballot, or find your polling place, click here <http://r20.rs6.net/tn.jsp?f=001tAUI3RRso8Zhyfr64B7rIAVEl_UZ9mO8SZ77jfTazdBP84fN6sxHKuiKWJqpWe7oBWLfQgHfLSsLpBbUiYh06636ozZnqh0LzpUheBGrKh-3fMwp5ONtTngUv_glXwk5BRPvkFE8cw3PYGIlXBFagaA7PKhPaoy1unpKjNOKAZ_WAidg0oCWhBDVZUBs24zhHHMr7l4lNmvsW_72-TVXitRoCav78tsWm53pkaxKZuXN_gl3Vp6paMt7W_vFLqFUZVXCDmSufP5evC5Md-8PMeeiGUrmfWf_3Ono2p638cwEKxiNmR4Q_BuQxhOBO0BemwfjmEdXMXqcqBHq-gweIVp4oaMN6De64Pzyl_sg-CuQ2mQajYKQ5hiVVZStZXiIX7fl_hESSlCC5TpHtKQzO86NaspXzJ2lk_ByihffExmo4da8nDzzuxUJQvsPZLSmOWQbHtCJ3eaEy-WJJlYxdoZy9-KBmRii1TQymx7rmVFOBKk4bbE9pk_SDVrDAng_L&c=-DEp1hhkhcY2trorGmjL40CT7zWSRlS7zrty_dN41k32sFrDEQ6sQ==&ch=izokVqy5GExmezUTaEKYtCTHLOyBipKzYP-IQGvTvEoBpcVS_3OjuQ==> .

If you'd like to get involved in the campaign against Measure S, volunteers are needed for phonebanking on Tuesdays and Thursdays from 5-8PM, and canvassing on Saturdays from 9AM-1PM. Meet at the L.A. Fed <http://r20.rs6.net/tn.jsp?f=001tAUI3RRso8Zhyfr64B7rIAVEl_UZ9mO8SZ77jfTazdBP84fN6sxHKuiKWJqpWe7oIcIlIXo_VH5vRqsdTX5oe9K-4lhUEMGAfkIFZoIkpviB9BTEb2-PpcwKHfkrOKBIcrKEPGrJ01FXnZOLqAgChCC65ID3SZKqByVMQaSqPiKt9WYhlJh54WlGeBACqpwsivyB7IGx4BfIHrq76Aak9sh9lQEpPTPEf6EefKV_Da7fNQ1Sg1ym4pWhtGmGDmzMhB3eCllp_sqlYERLOGuhxsyF3FY4xaFdBi_cpOY2lXQVoi2y1PvGrHoWHEKddBKdTD2Z64q6odSGK_FyOMXRiFABvobiQA5tt5nXiQAY0cuF8zdBQByNtluN_Wh13Jc4fPXb_EFUmEHJgNYNLYFzFmn-2PcFauXUrJVPiilJ7arlHQOFNGpx8iefuKuJc5rDqvFJewBhPAyrxIWvPUMaBOJ0dmHnkEH6CDcO1whYiT2YHagKEgicMQw5weXTHlLpxpgTTIQXnZoQS7PEqFEQp_ze7yb34yyVWlRIL1VIELdRTh8nfN0nIrlN8Ei5WWUAExVqHMsoWYXxiHH6790R0-OpN3nOuZlMBfxXBy7KlZN_iZyDCgXOzkzgfiWpWUnBLL6-ANjuStGnC5T0EW0Q==&c=-DEp1hhkhcY2trorGmjL40CT7zWSRlS7zrty_dN41k32sFrDEQ6sQ==&ch=izokVqy5GExmezUTaEKYtCTHLOyBipKzYP-IQGvTvEoBpcVS_3OjuQ==> : 2130 W James M. Wood Blvd, 90006.

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